

# Certified Executive Programmes

## Certified Sales Management & Strategy Expert

Certified Sales Manager: 3 – 6 October / 8 – 12 November 2019

Certified Sales Strategist: 1 – 7 May 2019

Quadriga University enables Professionals of different working fields to use the potentials of Digital Transformation to improve their Business and to strengthen their network. Therefore the Certified Executive Programmes combine executive know-how, analytic entrepreneurial vision & latest academic knowledge. These CEPs provide the skills to succeed in dynamic times.

### Learning objectives

Besides innovative Sales Analytics & Pricing for Sales Management, the modules include a special negotiation and value-selling training. They empower you to successfully shape various dimensions of strategic sales management, especially Digital Sales Strategy & CRM. Participants will be able to redefine sales management in a leadership function to establish Sales as a key resource for businesses.

#### Day Module Organizational Integration of Sales Management and Leadership

- 1 Sales Rep & Dealer Incentivation / Part 1
- 2 Sales Rep & Dealer Incentivation / Part 2  
Sales HR Management & Personalities / Part 1
- 3 Sales HR Management & Personalities / Part 2
- 4 Innovative Sales Analytics
- 5 Pricing for Sales Management / Part 1
- 6 Pricing for Sales Management / Part 2
- 7 Pricing for Sales Management / Part 3
- 8 Negotiation & Value Selling Training / Part 1
- 9 Negotiation & Value Selling Training / Part 2

#### Day Module Strategic Sales Management and Leadership

- 1 Introduction to Strategic Sales Management / Part 1
- 2 Introduction to Strategic Sales Management / Part 2
- 3 Next Generation Sales Organization & Processes / Part 1
- 4 Next Generation Sales Organization & Processes / Part 2
- 5 Digital Sales Strategy & CRM / Part 1
- 6 Digital Sales Strategy & CRM / Part 2
- 7 Leadership in Sales

## Administrative Details

**Course Date** 3 October – 12 November 2019 / 1 – 7 May 2019

**Training Venue** Quadriga University of Applied Sciences,  
Werderscher Markt 13, 10117 Berlin

**Tuition Fee** **4900€** for Module Organizational Integretation of Sales Management & Leadership to become a Certified Sales Manager or  
**4900€** for Module Strategic Sales Management & Leadership to become a Certified Sales Strategist.  
It is possible to take both modules for **8900€** to become a Certified Sales Management & Strategy Expert.

The tuition fee includes all training materials, visa support, complimentary drinks and light snacks.  
We can offer a 10% group discount for groups of 2 or more participants.

**Credits** Earn up to 13 ECTS, e.g. for MBA Leadership & Sales Management

**Language** English. German course material is available on request.

**Registration** You can apply online at:  
[www.quadriga-university.com/cep](http://www.quadriga-university.com/cep)

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For more information on the modules and the MBA Leadership & Sales Management please visit: [www.quadriga-university.com/mba](http://www.quadriga-university.com/mba)

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